



# Advances in the Spanish Smart Destination Initiative

UNWTO NETWORK OF SUSTAINABLE TOURISM OBSERVATORIES (INSTO)

## 2018 Global INSTO Meeting

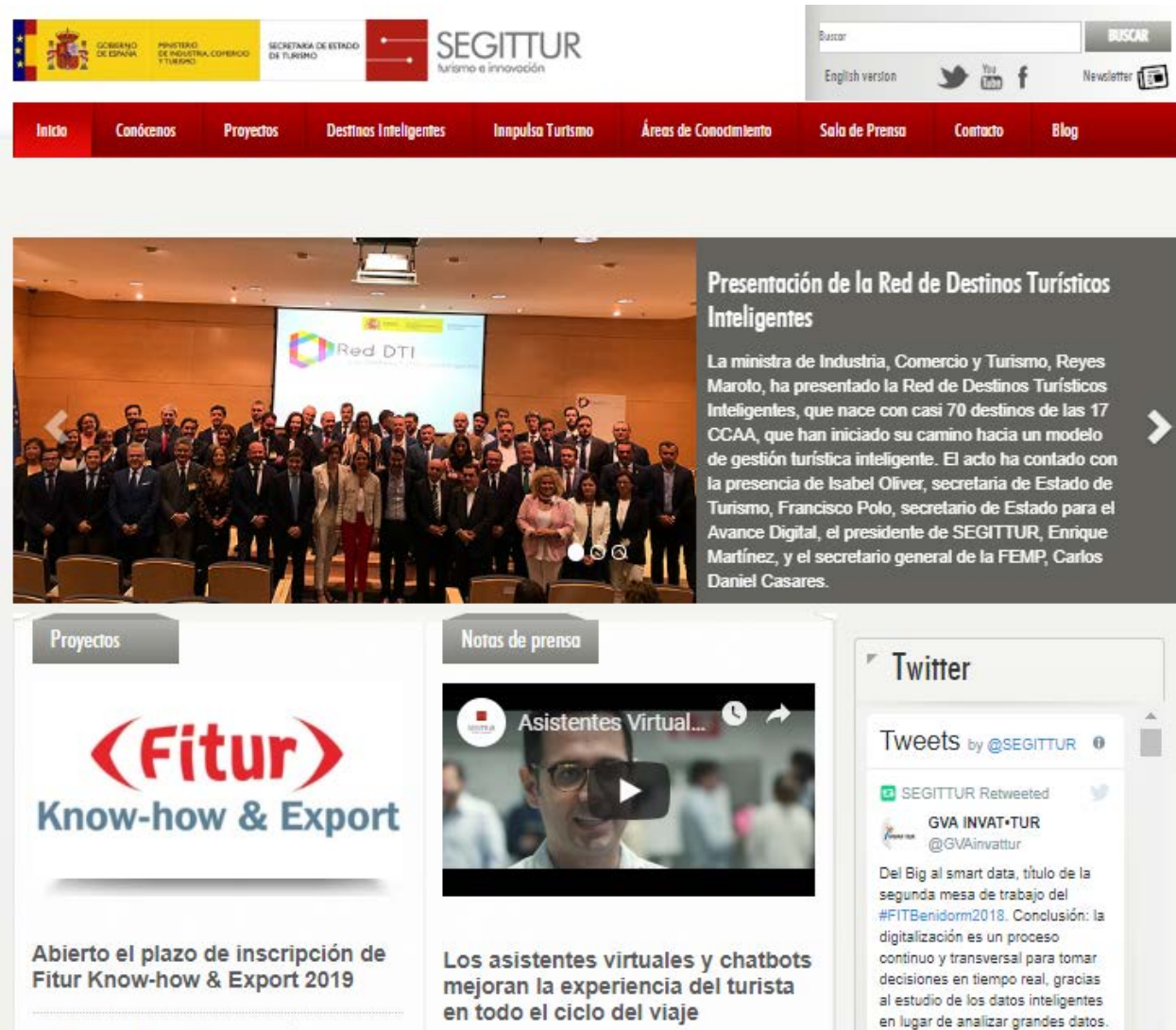
UNWTO Headquarters, Madrid, Spain, 22 - 23 October 2018

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A state owned company responsible for promoting research and development for innovation and new technologies in the Spanish tourism industry



The screenshot shows the SEGITTUR website homepage. At the top, there is a header with the Spanish flag, the text 'GOBIERNO DE ESPAÑA MINISTERIO DE INDUSTRIA, COMERCIO Y TURISMO SECRETARÍA DE ESTADO DE TURISMO', the SEGITTUR logo, and a search bar. Below the header is a navigation menu with links: Inicio, Conócenos, Proyectos, Destinos Inteligentes, Impulso Turismo, Áreas de Conocimiento, Sala de Prensa, Contacto, and Blog. The main content area features a large image of a group of people in a conference room, with a presentation slide in the background that reads 'Red DTI'. To the right of the image is a text block titled 'Presentación de la Red de Destinos Turísticos Inteligentes' with a right-pointing arrow. Below this is a section for 'Proyectos' featuring the 'Fitur Know-how & Export' logo and the text 'Abierto el plazo de inscripción de Fitur Know-how & Export 2019'. To the right of this is a 'Notas de prensa' section with a video thumbnail titled 'Asistentes Virtual...' and the text 'Los asistentes virtuales y chatbots mejoran la experiencia del turista en todo el ciclo del viaje'. On the far right is a 'Twitter' section showing a tweet from @SEGITTUR retweeted by @GVAinvtur, with the text: 'Del Big al smart data, título de la segunda mesa de trabajo del #FITBenidorm2018. Conclusión: la digitalización es un proceso continuo y transversal para tomar decisiones en tiempo real, gracias al estudio de los datos inteligentes en lugar de analizar grandes datos.'

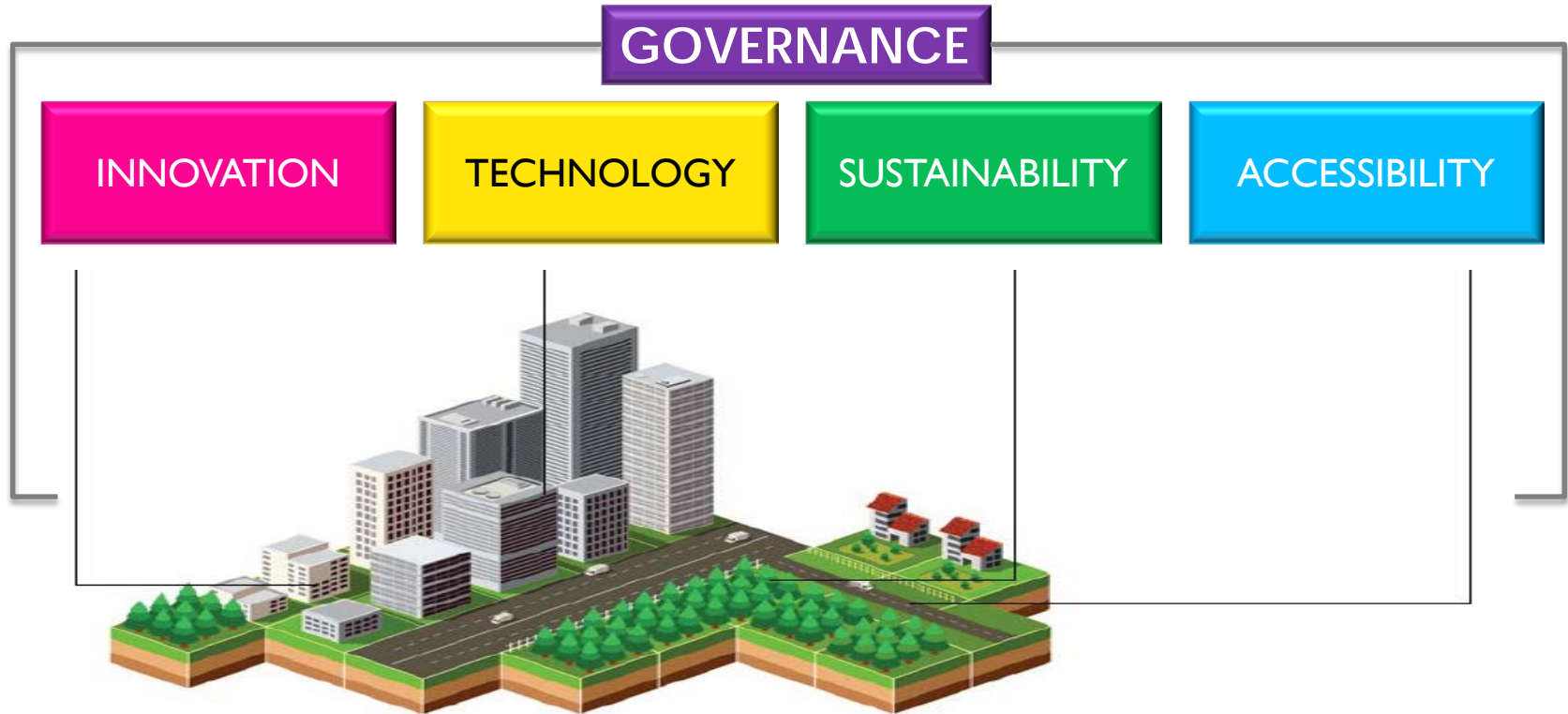


‘Smart Destination’ (SD) is an **innovative tourist destination** using **state-of-the-art technology** for the **sustainable development** of the destination, **accessible** to everyone, that **facilitates the visitors' interaction** with and integration into their surroundings while also **improving the quality of life** of its residents.

## Methodology based on National and International guidelines, recommendations, reports and manuals



## Pillars of a Smart Destination and main strategic instruments



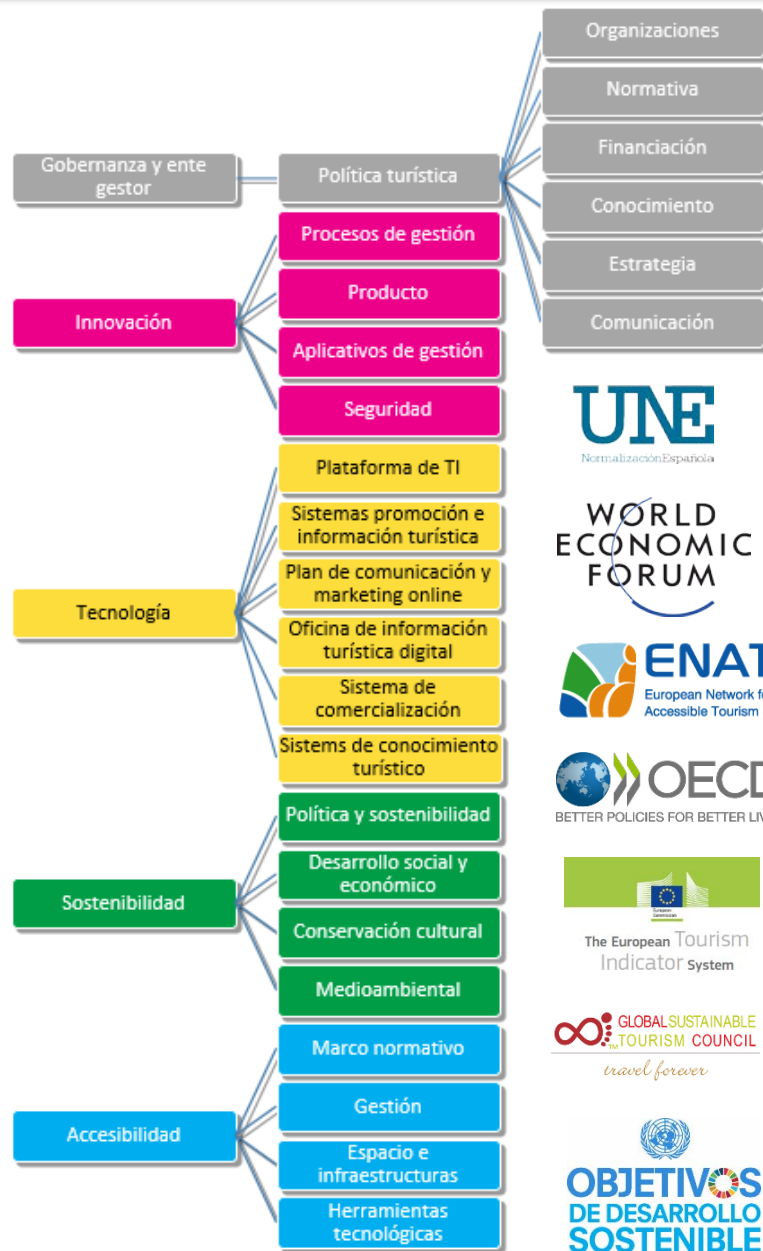
- Strategic Planning **Methodology**
- **Standartization**
- Tourist **Intelligence Systems**

**Finantial support**

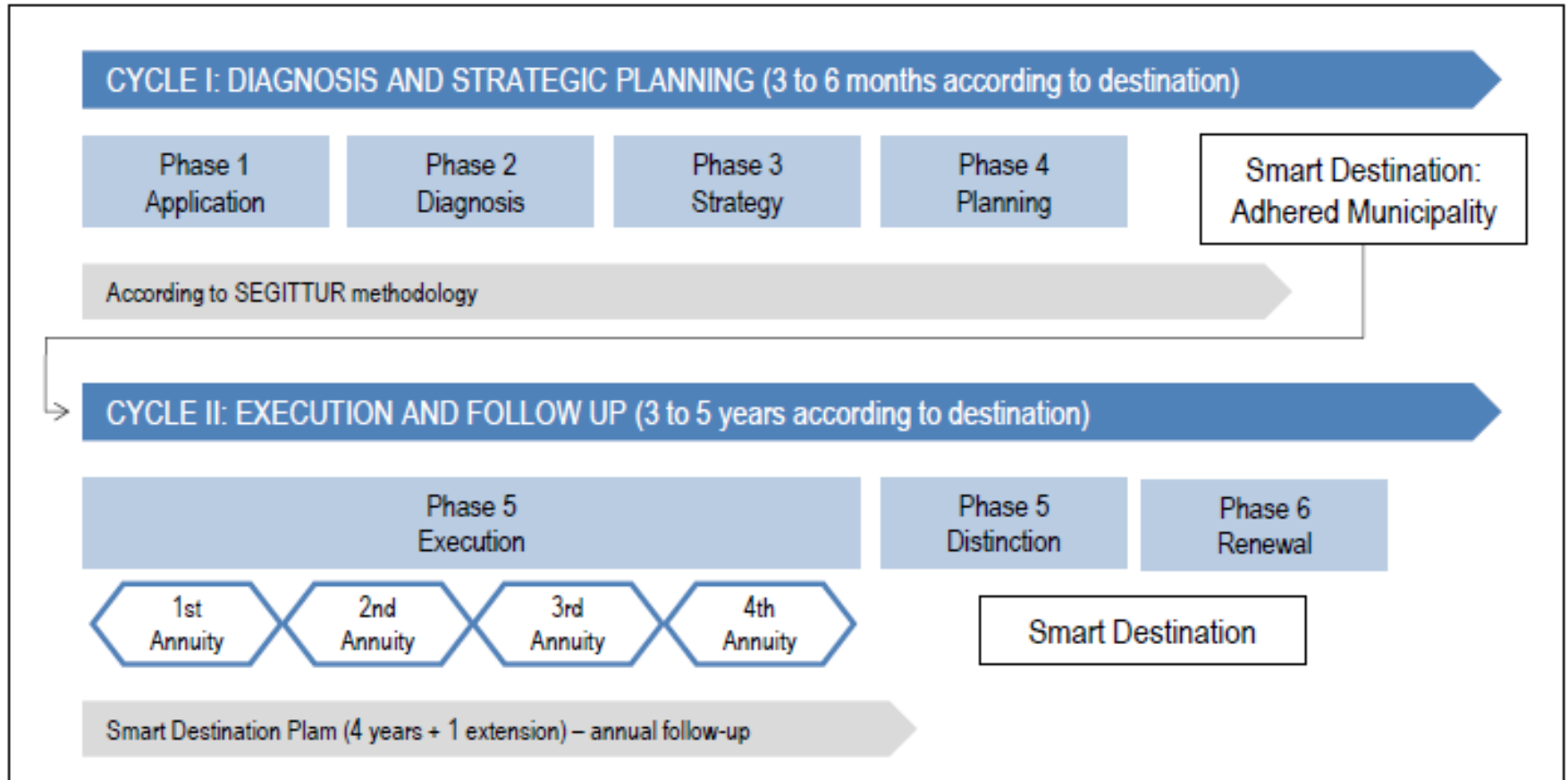


## Diagnosis methodology based on the main international references

- ✓ 5 main pilars
- ✓ 24 fields of analysis
- ✓ 400 requirements
- ✓ Local competences
- ✓ Coordination with other levels of administration
- ✓ Private sector
- ✓ Destination territory
- ✓ Main tourist products and resources



## Smart Tourism Destination conversion process, Spain



- To help tourism destinations adopt **a new model of tourism development** based on ICT, innovation, and sustainability to improve tourism competitiveness.
- **To establish parameters to prioritize investment in Spanish tourist destinations**, using a common methodology of diagnosis and planning to identify needs.
- **To set up a standardized framework that establishes the minimum requirements** aligned with the Spanish Digital Agenda.



The Smart Destinations initiative has moved through three stages since last year:

- **Improving the ‘methodological definition’** of the model together with a SD working group with Spanish regions and destinations.
- **Launching diagnostic and planning pilot projects** in some destinations.
- **Implementing co-financing instruments to expand the model** and promoting the incorporation of technology at a destination level.

The Smart Destinations initiative is supported through three main instruments:

- **Financial support to local entities to carry out the diagnosis and planning** of their destinations (financial support covers between 60-75% of the cost of the strategic planning consultancy works – **EUR 1 million budget**);
- **Financial support to local entities to deploy ICT solutions** related to smart tourism management - **EUR 60 million budget**);
- **Counselling and mentoring** services through the technical office for Smart Destinations' Network.



**68 DESTINATIONS**



## Digitalisation and energy efficiency by ICTs Smart Destination Fund

A support line of **EUR 60 million**, with the co-financing of the European Regional Development Fund (ERDF).

### REQUIREMENTS:

- Up to 6 million per Projects
- Covering a maximum of 80% of total investment cost
- Local entities population over 20,000 people
- Relevant tourism weight according to National Statistics
- **Fundable initiatives:**
  - Progress in the transformation into an intelligent tourism destination
  - Improve energy efficiency and reduce carbon footprint
  - Promote **interoperability** with different administrations and agents
  - Present a potential for **re-use or replication** in other entities
  - **Develop metrics to measure citizen satisfaction** and that of its visitors, as well as energy savings and carbon footprint reduction
  - Diagnosis and planning for **Smart Destinations**
  - **Tourist Intelligence Systems (SIT)**

### RATIOS and weight:

- % of total investment (40%)
- National visitors + Internac. Visitors / local population (20%)
- National overnights+ Internac. Overnights / local population (20%)
- Maximum hotel beds available / local population (20%)

**Thank you!**

